

Application for projects over \$500

Organization Name Kalispell Convention & Visitor Bureau

Project Name Opportunity – map ad placement

Application Completed by Diane Medler

Approval Requested

☒ Final

☐ Preliminary

KCVB is placing an ad on a map being produced by the Rails to Trails of NW Montana which will contain detailed trail information of the newly expanded bicycle/pedestrian trails in and around Kalispell. The map will be distributed in the VIC and other locations throughout the Flathead Valley. The ad will contain our Kalispell logo and website address.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- Increase unique visitors to DiscoverKalispell.com by 5% over FY'12

Refer to the portions of your marketing plan, which support this project.

This project supports our goals to increase awareness of Kalispell's historic, cultural and recreational attractions and activities, to create an improved visitor experience encouraging repeat visitations. It addresses our challenge of overcoming the perception that Kalispell is just a pass through on the way to somewhere else, not a destination.

How does this project support the Strategic Plan?

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending

Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.).

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.d Revitalize Montana's historic downtowns as vibrant destinations for travelers

Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products

Goal 9: Increase funding to maintain sustainable tourism and recreation.

- 9.2 Foster opportunities to pool public and private marketing dollars

Detail pages attached No

Budget page attached Yes

KCVB PROJECT BUDGET FY 13
 OPPORTUNITY – map ad
 placement

State Tourism Funds	Other Funds	Total
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MARKETING/ADVERTISING:
 Kalispell logo ad on Rails to Trails map \$500 + 0 = \$500

TOTAL	\$500	0	\$500
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REGION/CVB	PROJECT TOTAL	\$500	+	0	\$500
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